

What are the Positive Approaches™ Programs?

Positive Approaches is the title used for each health management program developed by Merck-Medco. These programs are designed to:

- Educate members about their disease state and help them learn how to better manage their health,
- Optimize pharmaceutical care through educating physicians and other healthcare professionals about drug usage in accordance with best medical practice,
- Improve participant adherence to proven, successful therapy regimens

Positive Approaches Health Management Programs focus on disease states

- Where pharmaceutical care can have significant impact on member health
- Where drug markers are highly accurate predictors of the patients with these disease states
- Which have high prevalence rates
- In therapeutic categories which represent high cost areas for the health plan

Positive Approaches offers Health Management Programs in the following disease states:

Asthma

Approximately 15 million Americans are afflicted with asthma. Comparisons of actual therapy to nationally recognized guidelines show significant treatment gaps in the prescription and use of beta agonists and controller medications. Patients who better manage their asthma may avoid expensive crisis intervention. Our asthma program seeks to educate participants and provide practical information to help optimize their therapy and better control their disease.

Diabetes

Diabetes affects almost 16 million people in the United States. A key driver in managing this disease and preventing complications is glycemic control. Our diabetes program provides patient education and promotes self-monitoring to participants with type 1 and type 2 diabetes.

Gastrointestinal (Digestive Health)

Digestive health care costs over \$100 billion each year in the United States. A major factor contributing to this growth is the widespread, often inappropriate, long-term use of antisecretory therapy. Our digestive health program provides education and point-of-sale interventions to optimize a patient's GI treatment and to potentially reduce the need for long-term pharmaceutical therapy.

Cardiovascular (Hypertension/High Cholesterol)

Hypertension is the most common diagnosis in the United States population, affecting nearly 1 out of 4 Americans. Hypertension is a risk factor for coronary heart disease, strokes, heart attacks, and congestive heart failure. It contributes directly or indirectly to almost 900,000 deaths a year. Only 25% of patients

with high cholesterol are currently being treated, and our research indicates that close to 30 to 50 percent of patients on therapy stop it in the first year. Costs of cardiovascular disease is estimated to be between \$60 and \$100 billion a year.

Our cardiovascular program seeks to educate participants about their condition, improve patient compliance about their condition, improve patient compliance with prescribed therapy, and facilitate lifestyle modifications.

Depression

Roughly 17 million people in the United States suffer from depression each year. With effective treatment, about 80 percent of patients with major depression improve significantly and lead productive lives. Our depression program helps support patients who are new to antidepressant therapy with the goal of improving compliance. The program also attempts to identify untreated/undiagnosed patients as well as patients who may be on inappropriate long-term therapy.

Multiple Sclerosis

Approximately 250,000 to 350,000 people in the United States have multiple sclerosis. Our multiple sclerosis program helps patients meet the challenges of living with MS and improve their quality of life. Our program promotes persistency with medication use and provides information and timely support to help patients achieve better control of their disease. Merck-Medco's multiple sclerosis health management program is endorsed by the National Multiple Sclerosis Society (NMSS).

Hepatitis C

Approximately 4 million Americans are infected with hepatitis C; it is the leading cause of liver transplants in the United States. Although early treatment of hepatitis C can help patients clear the disease; therapy is often accompanied by severe side effects. Our hepatitis C program aims to help participants understand the importance of continuing their therapy with the goal of ultimately improving their quality of life.

Members not only receive hands-on tools, action steps, and self-management tips to manage their disease, but also clinical support through toll-free hotlines staffed by healthcare professionals experienced in their specific condition. The programs also encourage active and effective communication between members and their physicians or other healthcare professionals.

Members enrolled in the programs receive materials tailored to the needs of each condition including:

- Welcome letter(s)
- Newsletter(s)
- Telephone counseling call(s)
- Educational information
- Toll-free information line(s)
- Refill reminders

Members all have an option to opt-out of a particular program by contacting the 1-800 number included on their communications materials. The only program that has a component that is not voluntary is the Digestive Health program. This program contains a utilization management component that ensures appropriateness of care. Patients may request to be excluded from the informational piece of the program, but the utilization management rules apply to all members that are impacted. Below I have attached a

description of the Digestive Health Program including the description of the utilization management rules and a Question and Answer section.

What is the Positive Approaches™ For Digestive Health Program?

Positive Approaches For Digestive Health, is a health management program developed by Merck-Medco Managed Care, L.L.C that is designed to:

- promote the treatment for gastroesophageal reflux disease (GERD) or heartburn, peptic ulcer disease (PUD), chronic dyspepsia (indigestion), and non-steroidal anti-inflammatory drug (NSAID) prophylaxis that is consistent with benefit design and American College of Gastroenterology (ACG) clinical guidelines
- assure cost-effective drug utilization as a component of overall care
- inform physicians on current guidelines/established practices for treatment of GI disorders
- educate patients on therapy options and GI self-management techniques

The Positive Approaches™ Program consists of:

- **Patient Education – Any patient on any dose H2RA or PPI for >45 days within the last 150 days will be enrolled in the educational brochure program.**
Patients will receive an educational mailing on general gastrointestinal disorders and self-management tips on effectively managing their condition. Patients can request additional educational information on GERD (heartburn), PUD, or dyspepsia (indigestion) by completing an enclosed business reply card and returning it to Merck-Medco. Also included in the general mailing is a seven-day symptom diary for the patient to use as discussion guide with their physician.
- **Patient Pre-Notification – Any patient on an acute dose (see below for definitions of acute dosing) of an H2RA or PPI for more than 45 days within the last 150 days will also receive a pre-notification mailing.**
Patients will receive a pre-notification letter that outlines their plan's coverage limits for H2RA and PPI therapy. This letter explains the limits that are in place and also provides a telephone number for their physician or health care provider to contact a Merck-Medco pharmacist, if there are circumstances where they need greater quantities for longer periods of time.
- **Managed Rx Coverage Edits – Any patient on an acute dose of an H2RA or PPI for >90 days within the last 150 days receives a message at the pharmacy that “Plan limits exceeded” for Prior Authorization MD call 1-800-xxx-xxxx.**
The physician office must contact Merck-Medco for a therapy review before additional coverage for the prescription is allowed. Merck-Medco has a special toll-free line to accept in-bound calls for therapy reviews from physicians.

During these in-bound therapy review calls, our pharmacists, educated in digestive health, confirm diagnosis and discuss therapy modifications, if appropriate. Depending on the diagnosis, our pharmacists may discuss any one of the treatment alternatives outlined in the chart found later in this document. If the therapy review allows for additional therapy, a prior authorization is entered in the patients record, and further prescriptions may be dispensed. Confirmation letters are sent to both the physician and the patient. If denied, the confirmation letter contains information on how to appeal the decision.

Acute Therapy is defined as:

H-2 Receptor Antagonist (H2RA):

- > 800 mg/day of Tagamet (cimetidine)
- > 300 mg/day of Axid or Zantac (ranitidine)
- > 40 mg/day of Pepcid (famotidine)

Proton Pump Inhibitors (PPIs):

- > 20 mg/day of Prilosec
- > 30 mg/day of Prevacid
- > 20 mg/day of Aciphex
- > 40 mg/day of Protonix
- > 40mg/day of Nexium

Important Numbers and Return Address for the Digestive Health Program:

- **1-800-711-0921** is listed on the brochure for the patients to call Monday – Friday 8a.m. – 8 p.m. EST if they have any questions
- Address listed on brochure to mail any requests for additional information is:
Merck-Medco
5151 Blazer Parkway, Suite B
Dublin, Ohio 43017

Frequently Asked Questions

Q: Why did I receive this mailing?

A: The State of SC has enrolled in the Positive Approaches™ for digestive health program. As a part of this program, you will receive educational mailings at no cost to you that may help you better understand your digestive condition. If you have additional questions about the program, please call Merck-Medco's pharmacists, educated in digestive health, at 1 800 753-2851, 8:00 am to 8:00 pm, eastern time, Monday through Friday.

Q: How does Merck-Medco know these things about me to send me these types of mailings?

A: The State of SC EIP has contracted with Merck-Medco for pharmacy benefit management. This program is provided as a part of your pharmacy benefit. You were selected for the mailings based on your medication profile. Your individual patient data is not

shared with any other providers other than your prescribing doctor, including the State of SC EIP. If you have additional questions about the program, please call Merck-Medco's pharmacists, educated in digestive health, at 1 800 753-2851, 8:00 am to 8:00 pm, eastern time, Monday through Friday.

Q: Who has access to my profile and history?

A: Only you, the pharmacist speaking to your doctor about your medications and your doctor's office have access to your medication profile and history.

Q: How do I stop these mailings of brochures?

A: Call Merck-Medco at 1 800 753-2851, 8:00 am to 8:00 pm, eastern time, Monday through Friday to be removed from the mailing list.

Q: Can I get more brochures?

A: Call Merck-Medco's pharmacists, educated in digestive health, at 1 800 753-2851, 8:00 am to 8:00 pm, eastern time, Monday through Friday to get more Positive Approaches brochures or for more information on digestive health conditions.

Q: My Dr. wrote the prescription, he determined I need it, why do you need to question him?

A: The State of SC EIP benefit plan will only pay for your medication if your use of the medication meets certain guidelines for coverage. Clinical criteria developed by Merck-Medco's independent pharmacy and therapeutics committee helps determine coverage of these GI medications. These criteria are based upon the guidelines of the American College of Gastroenterology. These criteria suggest that the majority of patients only require high doses (acute) of H2Ras and PPIs for 90days of therapy and then the dose may be reduced to a lower dose for maintenance. This program is designed to ensure that you receive the appropriate dose for your diagnosis, so Merck-Medco needs to ask your doctor a few questions regarding your condition. This issue will be discussed with your doctor and if it is determined that you require the higher dose for a longer period, then a prior authorization will be entered on your record. This prior authorization will be valid for 6-12 months depending upon your diagnosis.

Q: Is this just another program to switch my prescriptions to Merck drugs?

No. Positive Approaches does not promote the use of any specific medication, regardless of the manufacturer.

Positive Approaches™ Digestive Health Program
Mandatory Program
Therapy Review Treatment Options

Peptic Ulcer Disease (H₂RA)	Implement H. pylori eradication therapy, if patient is a candidate. If patient is not a candidate, decrease dose of H ₂ RA to lowest effective dose and use generics wherever possible.
Peptic Ulcer Disease (PPI)	Implement H. pylori eradication therapy, if patient is a candidate. If patient is not a candidate, interchange to H ₂ RA for maintenance dosing of lowest effective dose and use generics wherever possible.
GERD with Symptoms (H₂RA)	Interchange to PPI for initial trial period of 6-8 weeks.
GERD with Symptoms (PPI)	Increase the dose to control patient symptoms
GERD without Symptoms (H₂RA)	Discontinue therapy or decrease dose of H ₂ RA to the lowest effective dose for the patient. Use generics when ever possible.
GERD without Symptoms (PPI)	Discontinue therapy or decrease dosage to the lowest effective dose for the patient.
Dyspepsia (H₂RA)	Discontinue therapy or decrease dosage to the lowest effective dose for the patient. Use generics wherever possible.
Dyspepsia (PPI)	Discontinue therapy or decrease therapy to the lowest effective dose for the patient.
NSAID Ulcer Prophylaxis (H₂RA)	Interchange to PPI or misoprostol if the patient has a history of PUD, on anti-coagulation therapy, on glucocorticoid therapy, high dose of NSAID, or is older than age 60. If none of the criteria apply, discontinue H ₂ RA therapy.
NSAID Ulcer Prophylaxis (PPI)	If the patient has a history of PUD, on anti-coagulation therapy, on glucocorticoid therapy, high dose of NSAID, or older than age 60, decrease PPI therapy to once daily dosing if dosing is currently more than once daily. If the criteria do not apply, discontinue PPI therapy.